

February 5, 2008

TO: Holly Wolcott
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Property Owners Alliance

SUBJECT: Fourth Quarter Report
October 1, 2007 through December 31, 2007

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- At the Annual Meeting, the board approved the following as officers for the coming year:
Chris Bonbright, President
Thad Smith, Vice President
Nathan Korman, Secretary
Frank Stephan, Treasurer
- The impact of subdividing commercial parcels, through the adaptive reuse ordinance, into individual condo parcels is taking its toll on the HED budget. One building, in particular, the Broadway building is being converted to 97 APN's from the original one. As a result, the 2008 assessment has yet to be levied, because the 96 new condo parcels have yet to be formally recognized by the County Tax Collector.
- At the December meeting, the Board approved the one-time capital purchase of a server for the office, at a cost NTE \$10,200.
- Morrison met with a representative from PayChex with respect to setting up an employee 401(k) savings plan in the coming year. This still must be approved by the board.

II Security

- The Security Committee, which meets in concert with the Sunset/Vine BID Security Committee, dealt with issues related to homeless service in the BID during this quarter, most notably the impact of the Get Love feeding program on Ivar stakeholders, and the impact of the new ACLU settlement with the city that allows sleeping on sidewalks after 9 p.m. The committee did not meet in

December, owing to the holiday.

- At year end, statistics presented by Andrews indicated the following: there were a total of 1,492 private person's arrests in the BID for 2007. They were categorized as follows: 977 for drinking in public; 184 for urinating in public; 137 for narcotics; 21 for trespass; 36 for illegal vending; 27 for battery; 17 for blocking the sidewalk; 13 for theft, 10 for vandalism; 49 for various felonies and the remainder for various misdemeanors. Over 4,200 referrals to social service agencies were made (e.g., to PATH, Blessed Sacrament, etc.).
- HPOA staff voluntarily participated in the United Way's Homewalk on November 17, and raised over \$11,000 from area property owners toward homeless services.
- Morrison met with a reporter writing a freelance article about the impact of the street characters at Hollywood and Highland. The article will appear in GQ in early 2008.
- On December 13, Morrison organized a meeting at LAPD Hollywood Division to discuss the need to collaborate on a comprehensive maintenance contract for the video surveillance system. In attendance at this meeting were representatives from Metro Video, the Hollywood Media District BID, CD-13 and LAPD. The Media District BID board must make a decision about what level of financial commitment they can make to camera maintenance in the coming year.

III Streetscape Issues

- Negotiations continued with CBS Outdoor relative to finalizing the contractors who will remove the dead Canary Island Date Palm at Hollywood & Highland and plant a new one. The goal is to have the tree removed before the Academy Awards, and to plant in mid-Spring.
- The board approved an expenditure, from the HED Contingency budget (not to exceed \$25,000), to strip and powder coat approximately 100 wrought iron trash receptacles in the fourth quarter.
- The board authorized an expenditure from the Phase II Special Projects Fund to complete planting projects on the side and back streets of the BID. There is approximately \$29,000 remaining in that fund, and overpopulation of pigeons that has resulted from a person who feeds the pigeons daily in Hollywood.
- The staff held a "re-organizational" meeting with executives from Clean Street, and the supervisors for the Hollywood and Sunset operations, day and night crew. It was a productive problem-solving meeting, and all committed to a quarterly meeting from this point on.

IV Marketing Issues

- Katie Zandona has been attending meetings convened by the Mayor's office relative to the prospects of attracting the annual Fashion Week activities, which currently take place in Culver City, to Los Angeles. Both downtown LA and Hollywood are seen as potential venues for Fashion Week in 2009 and beyond.
- At the behest of HPOA board president, Morrison and Zandona have begun meeting with professionals in the area of marketing and branding about the concept of creating a "macro brand" for Hollywood. The notion would be to work with other major entities in Hollywood – developers, venues, the CRA, etc. – and come to consensus on a brand image that would unify marketing activities throughout the community. This will not be formally initiated until after BID Renewal is completed.
- A fully revised website went live just before the end of the year. The site is easier to navigate, and presents the most critical information about the BID and its services, history, board and activities. It will be easily updated – without having to go through a third party – and will feature timely information about activities occurring in the BID, and photos of events and property owners.

V. BID RENEWAL

- A separate committee that does not report directly to the HPOA Board of Directors is working on the proposal for the 2009 Renewal of the HED. By the end of the year, the committee had settled upon a \$3.3M (up from the current budget of \$2.5). The boundaries expand slightly, most notably east bound along Hollywood Boulevard to the freeway.

VI. OTHER

- The HPOA staff presented an optional lunch forum, "Ten Things I Learned at IDA/CDA for members of both the Sunset & Vine BID Board and the HED Board. Kerry Morrison and Sarah MacPherson reported from the IDA conference in New York City, and Katie Zandona and Joe Mariani reported from the CDA conference in Long Beach.
- Morrison has been attending meetings of the Council District 13 Parking and Traffic Task Force. The Task Force reported recommendations to Council President Eric Garcetti in December. Morrison presented a map for Hollywood identifying potential locations where taxis could pick up and drop off riders.
- Kerry Morrison and John Tronson conducted a narrated bus tour of Hollywood for the Lambda Alpha Annual Conference held here in Los Angeles on October

19, 2008.

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